

PALM Intranet

Application Number

IDS Flag Clearance for Application 09930676

IDS Information

Content	Mailroom Date	Entry Number	IDS Review	Last Modified	Reviewer
M844	2005-10-11	18	Y <input checked="" type="checkbox"/>	2005-12-16 13:52:43.0	CNguyen1
M844	2004-01-13	9	Y <input checked="" type="checkbox"/>	2004-02-12 12:07:54.0	phawthorne
M844	2001-08-14	6	Y <input checked="" type="checkbox"/>	2001-11-14 08:00:51.0	thall1
<input type="button" value="Update"/>					

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File 609:Bridge World Markets 2000-2001/Oct 01
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File 610:Business Wire 1999-2006/Aug 05
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File 616:Canada NewsWire 1999-2001/Mar 09
 (c) 2001 Canada NewsWire
File 816:Canada NewsWire 1996-1999/Jun 24
 (c) 1999 Canada NewsWire

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Set	Items	Description
S1	0	(SPECIAL? (4W) ADVERTI?) AND "BASE PRODUCT" AND (PROMOTION? (5N) PRODUCT?)
S2	0	(SPECIAL? (4N) ADVERTI?) AND "BASE PRODUCT" AND (PROMOTION? (5N) PRODUCT?)
S3	336	(SPECIAL? (4N) ADVERTI?) AND (PROMOTION? (5N) PRODUCT?)
S4	61	(SPECIAL? (4N) ADVERTI?) AND (PROMOTION? (5N) PRODUCT?) AND PD<=000118
S5	2	S4 AND CALCULAT?
S6	2	RD (unique items)
S7	59	S4 NOT S6
S8	3	S7 AND (DETERMIN? OR DECID?)
S9	3	RD (unique items)
S10	17	(CALCULAT? (S) (PRODUCT? OR ITEM?) (S) PROMOT?) AND PD<=00- 0118
S11	17	RD (unique items)

11/3/14 (Item 14 from file: 610)

DIALOG(R)File 610:Business Wire
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00023150 1999090B0033 (USE FORMAT 7 FOR FULLTEXT)

iMALL Launches Next Generation Computer Architecture; Enhanced Platform Can Serve up to One Million Merchants and Process One Billion Transactions Annually

Business Wire

Wednesday, March 31, 1999 06:47 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 714

11/3/15 (Item 15 from file: 610)

DIALOG(R)File 610:Business Wire
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00019887 1999082B0129 (USE FORMAT 7 FOR FULLTEXT)

Andromedia and BroadVision Announce Strategic Alliance to Deliver Leading E-Commerce Customers First Ever 'High-Value' Data Analysis and Reporting

Business Wire

Tuesday, March 23, 1999 09:24 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,263

11/3/16 (Item 16 from file: 610)

DIALOG(R)File 610:Business Wire
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00010786 1999061B0099 (USE FORMAT 7 FOR FULLTEXT)

Leading Internet Bank Launches New Interactive Web Site; Site, Brand Building Efforts Reinforce World Wide Web's Strategic Influence

Business Wire

Tuesday, March 2, 1999 11:52 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 783

11/3/17 (Item 1 from file: 816)

DIALOG(R)File 816:Canada NewsWire
(c) 1999 Canada NewsWire. All rts. reserv.

1039846 SUPPLIER NUMBER: c1941 (USE FORMAT 7 OR 9 FOR FULLTEXT)

ICAT TO WORK WITH AT&T AND HP AS INTERNET CATALOG SOFTWARE PROVIDER FOR STRATEGIC ELECTRONIC COMMERCE ALLIANCE

Canada Newswire

July 14, 1997 11:35 E.T.

REGION/STATE: Washington

DOCUMENT TYPE: NEWSWIRE LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 872

?

Business Wire

Monday, July 26, 1999 08:20 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 545

11/3/10 (Item 10 from file: 610)

DIALOG(R)File 610:Business Wire

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00071322 19990708189B0050 (USE FORMAT 7 FOR FULLTEXT)

Co-Design Joins OVI; Drives System Design Language Standardization Effort

Business Wire

Thursday, July 8, 1999 07:14 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 601

11/3/11 (Item 11 from file: 610)

DIALOG(R)File 610:Business Wire

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00057294 19990609160B0415 (USE FORMAT 7 FOR FULLTEXT)

Shop At Home Rtgs Placed on Watch Negative by S&P

Business Wire

Wednesday, June 9, 1999 11:15 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 276

11/3/12 (Item 12 from file: 610)

DIALOG(R)File 610:Business Wire

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00045206 19990513133B0349 (USE FORMAT 7 FOR FULLTEXT)

Frequency Technology Joins Open Verilog International; Citing Its Leadership In Driving Open EDA Standards

Business Wire

Thursday, May 13, 1999 16:41 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 607

11/3/13 (Item 13 from file: 610)

DIALOG(R)File 610:Business Wire

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00042186 19990510130B0444 (USE FORMAT 7 FOR FULLTEXT)

VSI Alliance Delivers Data Representation Formats for Hard and Soft VC Modeling and Verification in System-Chip Designs

Business Wire

Monday, May 10, 1999 10:32 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,011

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00115778 19991006279B0434 (USE FORMAT 7 FOR FULLTEXT)

H.D. Vest Announces Record Number of Representatives; Begins Development of Financial Planning Web Site

Business Wire

Wednesday, October 6, 1999 18:42 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 414

11/3/6 (Item 6 from file: 610)

DIALOG(R)File 610:Business Wire

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00112634 19990930273B1366 (USE FORMAT 7 FOR FULLTEXT)

Intermec Introduces Norand RoutePower Software With Windows CE

Business Wire

Thursday, September 30, 1999 14:09 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 742

11/3/7 (Item 7 from file: 610)

DIALOG(R)File 610:Business Wire

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00107574 19990922265B1140 (USE FORMAT 7 FOR FULLTEXT)

Brightpoint Launches Business-to-Business E-Commerce Applications

Business Wire

Wednesday, September 22, 1999 08:32 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 487

11/3/8 (Item 8 from file: 610)

DIALOG(R)File 610:Business Wire

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00101888 19990913256B1037 (USE FORMAT 7 FOR FULLTEXT)

MadeToOrder.com Propels Logo Merchandise Industry Into New Millennium Using Business-to-Business E-commerce

Business Wire

Monday, September 13, 1999 06:16 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 870

11/3/9 (Item 9 from file: 610)

DIALOG(R)File 610:Business Wire

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00079791 19990726207B0120 (USE FORMAT 7 FOR FULLTEXT)

Merisel Offers Resellers Immediate Access to Electronic, Real-Time Government and GSA Pricing; Launches the First in a Series of New System Functionality for the Public Sector

T S11/3/1-17

11/3/1 (Item 1 from file: 610)
DIALOG(R)File 610:Business Wire
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00141655 19991117321B1332 (USE FORMAT 7 FOR FULLTEXT)
Pediatric Immunization Management Simplified by PRISM Software
Business Wire
Wednesday, November 17, 1999 11:00 EST
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 586

11/3/2 (Item 2 from file: 610)
DIALOG(R)File 610:Business Wire
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00139023 19991115319B0358 (USE FORMAT 7 FOR FULLTEXT)
Andromedia Announces LikeMinds Personalization Server 3.1, Industry's Most Accurate Realtime Personalization Solution Featuring Industry-leading Performance and Groundbreaking Reporting Capabilities
Business Wire
Monday, November 15, 1999 09:00 EST
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 1,141

11/3/3 (Item 3 from file: 610)
DIALOG(R)File 610:Business Wire
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00136846 19991110314B0362 (USE FORMAT 7 FOR FULLTEXT)
ENERGYguide.com Launches Contest to Raise Funds for Habitat for Humanity and Promote Energy Efficiency
Business Wire
Wednesday, November 10, 1999 14:10 EST
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 713

11/3/4 (Item 4 from file: 610)
DIALOG(R)File 610:Business Wire
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00129984 19991029302B1185 (USE FORMAT 7 FOR FULLTEXT)
National Association of College Stores Sues VarsityBooks.com for False and Misleading Advertising
Business Wire
Friday, October 29, 1999 10:14 EDT
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 732

11/3/5 (Item 5 from file: 610)
DIALOG(R)File 610:Business Wire



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Get FREE Promotional Items Quotes from Multiple Vendors



- ▶ Describe your needs, get matched with up to 5 promotional products vendors
- ▶ Get quotes for apparel, bags, pens, mugs, electronics, executive gifts, trade show items & more
- ▶ It's FREE and easy to use. Start a request now.

Create your promo items request for quote

[Number of Questions: 9 ~ Average time to complete: 1 min, 10 sec]

1) For what type of promotional items are you interested in receiving quotes? [required]

Please note the specific or type(s) of promo item(s) for which you wish to receive quotes. If you are unsure of what might best fit your needs, please note the intended use and audience for these items and our vendors will make suggestions based on your budget.

2) What is the total quantity of promotional products that you need? [required]

If you are requesting quotes for multiple items, please note the individual quantities.

3) Do you wish to have a logo or image displayed on the promotional products? [required]

- No, we do not need a customized logo or image
- Yes - We need a logo but are unsure of the number of colors
- Yes - One-color image
- Yes - Two-color image
- Yes - Three-color image

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Yes - Four-color image

4) Do you have a target per-unit price range for your promotional items? [required]

- Not sure or multiple items
- under \$1
- \$1.00 - 2.49
- \$2.50 - 4.99
- \$5.00 - 7.49
- \$7.50 - 9.99
- \$10.00 - 14.99
- \$15.00 - 20.00
- over \$20.00

5) What is your total estimated budget for this promotional products purchase? [required]

- \$10,000+
- \$5,000 - 9,999
- \$2,000 - 4,999
- \$1,000 - 1,999
- \$500 - 999
- Under \$500

Please note: Our promotional product suppliers will base their suggestions on your stated total budget, per item budget, intended use and quantity of items. Please answer this question as realistically and accurately as possible so that they can best serve your needs.

6) By what date would you like delivery on these promotional items? [required]

- ASAP
- In less than one month
- Between one and two months
- Greater than two months
- By specific date

Please indicate date:

7) What is the five digit ZIP code for your office location? [required]

NOTE: We only serve **U.S. businesses** at this time.

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8) What is your e-mail address? [required]

Why we need your email address

9) Please describe in detail any additional details or requirements you may have for your promotional items. The more information you can provide in this space, the better our suppliers will be able to service your request for quotes.

(e.g. colors, sizes, quotes for additional quantities, range for cost per item, "theme" etc.)

Note: There is a 1,000 character limit for this answer.

You're almost done! If you have answered all of the required questions above, click the "Continue" button below to finish and send your request.



DO YOU HAVE QUESTIONS ABOUT USING THIS FORM? CLICK HERE.

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9/930676



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Low Prices - Thousands of Items
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www.sweetpromos.com

Imprinted Pens

Super Low Prices!
1000's of items with your logo
PromotionalWorld.com

QuestionSubject: **Promotional product supplier margins**Category: [Business and Money](#)Asked by: **brandbuilder-ga**List Price: **\$50.00**

Posted: 02 Jan 2003 19:26 PST

Expires: 01 Feb 2003 19:26 PST

Question ID: 136800

There is a large industry in the US that decorates various articles (hats, pens, watches, shirts, etc.) with logos and messages for business customers.

These products are usually offered through distributors, who do not manufacture the products. My question is not about the distributors but about the businesses that supply them. Regarding these suppliers, what sources are there to learn about their margins? How much margin do these suppliers make when selling to/through distributors? How much of that margin is a mark up on the article itself? How much is a charge for applying the logo and/or message to the article? Does the margin vary much based either on the type of article or by the means used to apply the decoration (silk screen, embroidery, etc.?)

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ASI Promotional Products

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CAS Promotional Products

ASI wholesale product. Join Now!
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Personalized Pens - Cheap

USA Made Promotional Pens
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www.MemorablePens.com

ProGifts Etc.

Promotional Products, Bt
Gifts, Logo'd Apparel!
www.progiftsgetc.com

AnswerSubject: **Re: Promotional product supplier margins**Answered By: [prof-ga](#) on 07 Jan 2003 10:14 PST

Brandbuilder,

Thanks for the question. Actually, this is a much more complicated question than you might first suspect. I've been involved as a provider of websites to promotional products distributor as well as suppliers for several years, and the pricing structure is really rather complicated.

As you may know, suppliers provide catalogs for use by a distributors. These catalogs have a pricing system using the letters A, B, C, etc. Each letter stands for the distributor's margin at that price. So if the distributor sells at at say \$4, B pricing, he will receive 60% margin.

Margi-ga's comments below are quite accurate and should be helpful. Let me see if I can clarify your other questions.

"Regarding these suppliers, what sources are there to learn about their margins?"

There are two primary and competing industry organizations to which both distributors and suppliers belong. By far the largest, and the current frontrunner is:

Advertising Speciality Institute (ASI)

<http://www.asicentral.com>

If you decide to join, they can provide supplier and wholesale pricing standards.

Propotional Products Association International (PPAI)

<http://www.ppai.org>

There is a wealth of sites on the web about the distributor end of the business, but there is no publicly available information on the Internet about supplier or wholesaler margins for obvious reasons. You would need to join an industry group for this information. But I'll impart what I know.

"How much margin do these suppliers make when selling to/through distributors?"

Margi's answer below is very good. The ultimate answer is really impossible to quantify, and will vary tremendously from product to product. The percentage manufacturer's incremental profit on a plastic standard key fob, for example, averages close to 100%. Incremental profit on a knit cap may range from 15% to 40% depending on whether it's manufactured overseas or domestically. The bottom line is that manufacturing costs are going to be all over the board. On average, however, the final price at which the manufacturer sells his product usually constitutes 25 to 50% of the final retail price.

"How much margin do these suppliers make when selling to/through distributors? How much of that margin is a mark up on the article itself?"

As mentioned, the manufacturer's costs can vary tremendously, but make up an average of 25% to 50% of the retail price. If a wholesaler is involved, which is really not that common in this industry, he will generally double the price, although this can vary widely. Most manufacturers/suppliers sell direct to distributors. These distributors mark up anywhere from a rock bottom low of 25 to 30% to a high of 60%. However longtime customers are often charged a 70% or even higher markup. Ah, the value of sales people!

"How much is a charge for applying the logo and/or message to the article? Does the margin vary much based either on the type of article or by the means used to apply the decoration (silk screen, embriodery, etc.?)"

In a typical distribution pattern, the manufacturer will sell directly to a distributor. For non-wearables, the logo is often screenprinted (or applied through other means) onto the item by the manufacturer. Since most items are not sold without logos by these manufacturers, the cost of the screenprinting is buried in the cost of the item and not broken out. It would be almost impossible to break out these costs to the manufacturer since these screenprinting shops are all inhouse. Costs would depend on labor costs, how new the machinery is, overhead

rates, etc. Lets just say the actual costs are pretty negligible as a component of the finished good.

For wearables, almost exclusively, the items are drop-shipped to the distributor's chosen screenprinter or embroiderer where the logos are applied. The items are then either drop-shipped directly to the customer or to the distributor for inventorying. Every major city has several wholesale embroiderers and screenprinters who work with this industry. The actual cost of the screenprinting /embroidery varies greatly based on the type of application and the material to which it is applied.

I just called a friend of mine who has worked for both a screenprinter and a distributor, and she confirms the following. For volumes less than 250 items, the cost to the distributor of screenprinting a coffee mug may be \$75 setup charge plus 20 to 30 cents each ("run charge"). The distributor will resell with a 30 to 40% markup over these figures. Screenprinting costs will generally include a setup charge in the \$75 to \$125 range, plus run charges of 20 cents to \$1, depending on the item. A good average run charge for a t-shirt would be around \$1 cost to the distributor for a multi-color job. He would mark it up 30 to 40%. Embroidery is a good bit higher and can go from a low end of 50 cents to \$3. To embroider a cap with an average logo may be \$95 setup charge plus \$1.50 run charge each. Distributor markups are usually folded into the cost of the cap to the retail consumer, and can be much more than the standard 35%.

These are prices for a medium sized market in the Southeast USA. Other markets will vary, possibly significantly. Foreign prices are much less.

I understand that some of these answers are not as specific as you would have wished. However, I can assure you that there is no ultimate right answer for most of these questions. Prices will vary by industry, competition, geography, etc. But hopefully, this will give you some good guidelines to go by.

Brndbuilder, thanks for the question! It's been a pleasure answering a subject I know well.

Prof

Comments

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Subject: Re: Promotional product supplier margins
From: margi-ga on 06 Jan 2003 21:07 PST

This was told to me by a retail consultant over a year ago. I do not know this information first hand and I'm not a Google Researcher. These answers are based on my notes.

Given: Not all imprinters actually imprint all types of products. Their facilities are set up for their specialty.

Given: Very high volume work may be done overseas (China, Phillipines, Japan) whereas mid and low-volume work may be done in the U.S. There are different costs associated with each.

Given: Different types of base products and imprint processes have different manufacturing costs.

There are four tiers, not two, to this business model:

- Manufacturer (the ones that manufacture the base item, mugs, keychains, pens)

- Imprinter (the ones that create the imprint) Sometimes, the manufacturer and the imprinter are the same company, but usually not. While some do a huge variety of items, no one imprinter does all processes on all items. Some specialize in screen printing, some in laser engraving, etc.
- Wholesaler/Aggregator (The ones that order from multiple printers on behalf of multiple distributors. Many times these are catalog companies or online merchants, and they may sell directly)
- Distributor (The ones that sell the product to the end-consumer. Sometimes they do their own catalog with selected items from different wholesalers, or they sell via a DSO model and/or their own websites, etc.)

In general, the financial model is such that...

The manufacturing cost plus imprinting generally constitutes 20-25% of the retail cost. This is because:

The imprinter generally marks up the items by 100% for his margin
The wholesaler marks the product up (again) by 100% so that the price to the distributor is 2x(manufacturing cost+margin)
The distributor sells the product for another 25% or so.

So, if the (base product plus imprinting) cost of the item is \$2, the imprinter will charge the wholesaler \$4. The wholesaler will charge the distributor \$8, and the distributor will sell it to the customer for about \$10 or so. This model would apply to things like mugs, pens, coasters, keyfobs, etc.

The more expensive the base product means that sometimes printers and wholesalers will accept a smaller per piece margin because following this model would make the price too expensive for the end-consumer. This is the case for things like laser engraved lucite, items engraved on gold or silver, very high-end items that simply need to be imprinted.

Sometimes, if a company or organization wants to skip the middle-men, they will buy a product directly from a manufacturer... i.e. nylon backpacks, golf bags, clocks, electronics... at wholesale, bulk pricing, -- and pay the imprint company directly to imprint their logo on it. Obviously, it would not make fiscal sense to pay the high margins all the way along with an item that may already be \$10, \$20, \$30 a piece when the only value the imprinter is adding is the the imprinting of a logo. The imprinter will set his price based on the shape and material (ceramic, brass, cloth) of the item, the image area of the imprint, the imprint process to be used, the volume, the artwork that will be supplied, the turn-around time, etc. Again, they will probably take their cost (remember, they did not have to purchase or arrange for the substrate/item to be imprinted) and mark it up 100% with a minimum that usually covers a set up fee and a minimum volume.


Pricing is a tricky thing. You have to balance costs and margins every step along the way, while still making it cost-effective for each tier to participate, and still deliver a quality product to the customer at a price they are willing to pay...

Although this is not a complete answer, I hope this helps. Again, I don't know this first hand except that I ended up being one of those

organizations that purchased the item wholesale and contracted with an imprinter directly, so take it for what it's worth.

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promotional product "base product"

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Google Answers: Promotional product supplier margins

I've been involved as a provider of websites to **promotional products** distributor as ... So, if the (**base product** plus imprinting) cost of the item is \$2, ...

answers.google.com/answers/threadview?id=136800 - 18k -
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3M Canada : Post-it(R) Promotional Products: Note and Flag ...

Post-it(R) Personal Organizer Paks feature portable **promotional** power, ... PPOM, **NEW BASE PRODUCT** Includes: 75 paper flags (15 each of 5 colours) and one 1" ...

cms.3m.com/cms/CA/en/0-244/kcRFiFK/view.jhtml - 117k -
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Product package and stackable lid assembly therefor - Patent 5904266

A **product** package includes a vertical container in which a **base product** is ... **base product** 14, such as a topping for **base product** 14 or a **promotional** item. ...

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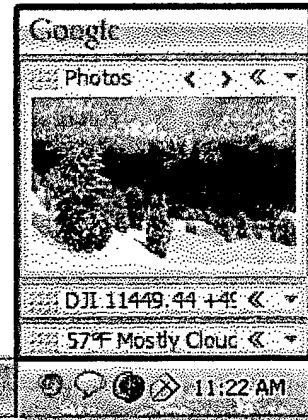
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Abstract:

A product package includes a vertical container in which a base product is located and a lid assembly. The container has a top opening and a side periphery while the lid assembly include a lid which closes the top opening of the container. The lid includes (a) a peripheral skirt which engages the side periphery to hold the lid in place, (b) a top extending centrally of the peripheral skirt and having a top band extending centrally from adjacent the upper end of the peripheral skirt and a depression which extends downwards from the top band to a position substantially equal to or above the lower edge of the skirt, and (c) a peripheral retention lip which extends upwards and inwards from the top band. The lid assembly also includes an insert having a peripheral border. The insert is sized such that the peripheral border is retained underneath of the peripheral retention lip so that the insert is held on the lid. The lid assembly also includes a secondary product which is located in the depression and which is held therein by the insert. Preferably, the product package also includes a tamper evident shrink band.

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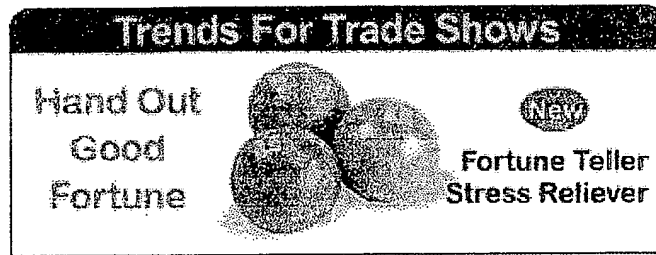
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